

# MEDIA RELEASE

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## Seven West Media WA launches first integrated campaign with 'The Marvellous Roald Dahl Library'

Seven West Media WA will launch its first fully integrated promotion across *The Weekend West* and *The Sunday Times*.

This February, *The Weekend West* will join with *The Sunday Times* in participating in the News Corp promotional release of 'The Marvellous Roald Dahl Library' to run this back-to-school period.

From Sunday Feb 5 – Sunday Feb 26, readers can collect their Roald Dahl books with tokens housed in both *The Weekend West* and *The Sunday Times*.

Customers who purchase *The Sunday Times* on February 5 will receive a Free Collector case along with Book 1 - 'The Twits' and can also purchase Book 2 – 'James and The Giant Peach' Part 1 for \$2.60.

Readers then have the opportunity to purchase the applicable remaining books with the respective copies of *The Weekend West* and *The Sunday Times* over the four week period.

The campaign, which will be promoted through SWM's platforms including print, radio, social, digital and TV advertising, is the first promotion to run across both print assets since the acquisition of *The Sunday Times* in November 2016.

Seven West Media WA's General Manager, Marketing Nicola Bedwood said the joint promotion was only the start of the great things to come with the purchase of *The Sunday Times*.

"We now have a seven day a week offering across print which is new to WA," she said.

"Traditional media is an obsolete term at Seven West Media. In 2017, we're anything but traditional."

The collaboration between *The Weekend West* and *The Sunday Times* will provide readers with even more value from their local weekend newspapers while also demonstrating the immense reach and influence that can be achieved through a fully integrated campaign across all of SWM's assets.

*The West Australian* and *The Sunday Times* are Australia's **best performing** metro daily and Sunday newspapers. The combined assets of *The West Australian*, [thewest.com.au](http://thewest.com.au), *The Sunday Times*, and PerthNow reach over **2.1 million** consumers<sup>1</sup>.

In 2017 Seven West Media will continue to develop its offering, making the company a gateway to the WA market and a one stop shop for advertisers.

*The Sunday Times* will be the first of the two publications to launch the 8-part book collection on Sunday February 5. Books can be purchased at Woolworths, Caltex and participating newsagents.

**For further information please contact:**

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Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 30 September 2016. Nielsen Digital Ratings Monthly September 2016, People 14+ only. | \*Read The West Australian / The Sunday Times or visit [thewest.com.au](http://thewest.com.au) / PerthNow in the last four weeks. <sup>1</sup>Across an average month.